winback

Fat Daddy Meats Doubles Its Sales by Using Winback

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Once I installed Winback, I've never looked for a replacement. That's because the name is literally what it does. It wins people back."

Jon Samsa, Owner, Fat Daddy Meats

Background

Based in Ohio, Fat Daddy Meats offers a wide range of meats, including beef, chicken, pork, and seafood. The company even sells bison and alligator meat. Selling door-to-door locally and online, owner Jon Samsa installed Winback on his Shopify store after comparing prices with other plugins. For Jon, Winback was by far the best deal to expand his reach online.

Highlights

- Fast and easy installation
- Affordable pricing structure
- Doubled sales

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Winback Helps Fat Daddy Meats Double Its Income Through Online Sales

Wanting to grow online sales through its Shopify website, Fat Daddy Meats needed an affordable yet powerful way to get visitors to come back and make a purchase.

> "I was moving lots of meat door-to-door. And before I grew my team of employees, it was the Internet that kept us afloat. But during the peak of the COVID-19 pandemic, we desperately needed to grow our online sales. We needed to expand," recalled Fat Daddy Meats owner, Jon Samsa.

How It Began

"It's relatively easy to go out and sell meat door-to-door. But I wasn't focusing on the back end of the business like I should have been doing. It just wasn't a priority," admits Jon. "When I did take a serious look at my operations, I knew that selling online was the only way for me to scale the business in a highly competitive industry."

Jon tried a free trial of a plugin that claimed to do the same things as Winback. But he canceled the service at the end of the trial period. "They wanted $500 per month. Then they wanted something stupid like a 20% commission going forward. I wasn't about to get into a deal like that."

Next on the list of plugins he found during his search was Winback. "Winback offered a few free text messages," said Jon. "So, I tried it out and sent some messages, and it worked. That's when I knew that Winback was for me."

How It Works

According to Jon, using Winback is a "no brainer." "All I did was download the plugin, flipped a couple of switches, and the next thing you know, I was getting lots of sales," said Jon.

Jon used to run lots of Facebook ads. "Now, with Winback installed, I significantly reduced my spending on Facebook," said Jon. "I mean, why use Facebook ads when Winback works so well. All I need to do is send out targeted SMS campaigns to my growing list. And bam, I'm making sales."

Results

Winback has far exceeded Jon's expectations.

Jon is thrilled with the results he's getting from using Winback. In the past year, Winback has doubled his revenue. According to Jon, the easy-to-use plugin is doing better than expected.

Endorsement

Winback is Jon's secret weapon. Not only is he satisfied with what he is paying to use the app, but he is also happy with the impact that Winback has had on his business.

"I like to share information with other people in my industry," admits Jon. "I talk to them about email marketing and Facebook ads. But I never mention SMS marketing or Winback. I mean, why should I give up my competitive advantage?"

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